

## Message Text

UNCLASSIFIED

PAGE 01 BERN 00570 01 OF 02 111733Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 EURE-00 /021 W  
-----111747Z 010736 /43

P 111500Z FEB 77  
FM AMEMBASSY BERN  
TO SECSTATE WASHDC PRIORITY 3891  
USDOC WASHDC PRIORITY

UNCLAS SECTION 1 OF 2 BERN 0570

USDOC

EO 11652: NA  
TAGS: BEXP SZ  
SUBJ: FY 78, COUNTRY COMMERCIAL PROGRAM - SWITZERLAND

REF: 76 STATE A-5960; 76 STATE 309488; BERN 550; USDOC 48

1. HERewith RECOMMENDATIONS OF EMB BERN AND CG ZURICH ON  
SECTION IV OF FY 78 CCP. PLEASE SEE COMMENTS IN FINAL PARA  
RE SELECTION OF CAMPAIGNS AND OTHER SPECIAL POST EFFORTS (OSPE).

### 2. SECTION IV - OSPE

OSPE 1, FOREIGN BUYER PROGRAM. MGR: BARRY. PRIORITY RANK (PR):8.  
DESCRIPTION/JUSTIFICATION (DJ): SWISS POSTS HAVE ENJOYED  
MUCH SUCCESS IN BRINGING GROUPS AND INDIVIDUALS TO US  
UNDER FB PROGRAM. SWISS BUSINESSMEN TRAVEL ABROAD  
EXTENSIVELY ON THEIR OWN, BUT ALOS HAVE SHOWN GREAT  
INTEREST IN ORGANIZED TRIPS TO THE US ARRANGED BY POSTS,  
AND THE PROGRAM HAS RECEIVED CONSIDERABLE PUBLICITY  
IN PROFESSIONAL AND TRADE JOURNALS. FBP TRIPS IN RECENT  
YEARS HAVE DEMONSTRATED ABILITY FBP GROUP TRAVEL, WHICH  
OFFERS A UNIQUE AND VALUABLE CONFRONTATION OF FOREIGN  
BUSINESSMEN WITH US INDUSTRY, TO STIMULATE SIGNIFICANT  
LEVELS OF EXPORTS AND TECHNOLOGY EXCHANGE. PURPOSE OF  
OSPE WILL BE TO SUPPLEMENT THE SPECIFIC TRIPS ORGANIZED  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BERN 00570 01 OF 02 111733Z

IN CAMPAIGNS, AND TO MAXIMIZE SWISS TRAVEL TO TRADE FAIRS AND  
EXPORT FIRMS IN THE US, FOR WHICH PROSPECTS ARE GOOD IN FY 78.  
ACTION: 1. PUBLICIZE THROUGH NEWSLETTER AND PROFESSIONAL  
AND TRADE JOURNALS THOSE FBP EVENTS NOT SPECIFICALLY  
INCLUDED IN CAMPAIGNS AND OSPES, UTILIZING EXHIBITOR  
LISTS AND FAIR BROCHURES FURNISHED BY USDOC AND FAIR  
AUTHORITIES. 2. CALL ON TRAVEL AGENTS, TOUR OPERATORS,

AND PROFESSIONAL AND TRADE ASSOCIATIONS CAPABLE OF PROMOTING ATTENDANCE AT US FAIRS SELECTED BY FB PROGRAM.

3. COORDINATE WITH POSTS' VISA SECTIONS IN EFFORT TO INFORM BUSINESS TRAVELERS OF OPPORTUNITIES OFFERED BY US MARKET.

OSPE 2, CHEMICALS. MGR: WETTSTEIN. PR: 9.

DJ: SWITZERLAND IS THE HOME OF A LARGE, ACTIVE MULTINATIONAL CHEMICAL AND PHARMACEUTICAL INDUSTRY, WHICH RANKS AS THE COUNTRY'S SECOND IN TERMS OF PRODUCTION AND EXPORTS. LACK OF INDIGENOUS RAW MATERIALS FORCES SWISS FIRMS TO BUY THEIR BASE MATERIALS AND INTERMEDIATES ABROAD AND TO CONCENTRATE ON THE MANUFACTURE OF HIGH-VALUE SPECIALTIES RATHER THAN MASS-MARKET INDUSTRIAL CHEMICALS. US SALES OF ORGANIC CHEMICALS, PLASTICS, ANTIBIOTICS, SYNTHETIC ORGANIC DYES, ESSENTIAL OILS, AND INORGANIC CHEMICALS HAVE HELD UP WELL, ALTHOUGH THE US SHARE OF THE MARKET IS ONLY AROUND 8.7 PCT. SELECTED SPECIAL EFFORTS COULD ASSIST US SUPPLIERS TO INCREASE THEIR SALES IN THIS IMPORTANT MARKET. ACTION: 1. PUBLICIZE CHEMICAL INDUSTRIES EXPOSITION, CHICAGO, DEC 77, AND PROMOTE INDIVIDUAL TRAVEL BY SWISS IMPORTERS AND DISTRIBUTORS. 2. REINFORCE CONTACTS WITH SWISS SOCIETY FOR THE CHEMICAL INDUSTRY AND REINFORCE AND EXPAND CONTACTS WITH KEY PROSPECTS IN TRADE AND INDUSTRY. 3. DEVOTE A SECTION OF NEWSLETTER TO ARTICLE ON US CHEMICAL INDUSTRY, WITH ACCOMPANYING LIST OF EXPORT PROPOSALS FROM US INDUSTRY DEVELOPED BY USDOC. 4. SUBMIT THREE TOS PER QTR.

OSPE 3, HEALTH CARE EQUIPMENT. MGR: SCHAUBACHER. PR: 10.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BERN 00570 01 OF 02 111733Z

DJ: NATIONAL AND CANTONAL HEALTH PROGRAMS IN SWITZERLAND, RATED AMONG THE MOST ADVANCED IN EUROPE, CREATE A STRONG DEMAND FOR THE LATEST BIO-MEDICAL AND HOSPITAL EQUIPMENT. THE MARKET FOR BIO-MEDICAL EQUIPMENT ALONE WILL REACH \$40 MIL IN FY 78, AND THE US WILL HOLD ITS 17 PCT SHARE. THE POSTS' SPECIAL EFFORTS WILL FOCUS ON ASSISTING US SUPPLIERS TO CAPITALIZE ON THEIR EXCELLENT REPUTATION IN THE LOCAL MARKET. ACTIONS: 1. ATTEMPT TO PROMOTE GROUP TRAVEL TO RADIOLOGY CONFERENCE, CHICAGO, NOV/DEC 77, AND TO AMERICAN HOSPITAL ASSN CONVENTION, ANAHEIM, SEP 78. 2. REINFORCE AND EXPAND CONTACTS WITH KEY PROSPECTS. 3. FOLLOW UP CONTACTS ESTABLISHED AT IFAS (JUN 77) CATALOG SHOW, TO DEVELOP FTI MATERIAL, TOS, AND LICENSING OPPORTUNITIES. 4. SUBMIT AT LEAST 2 TOS PER QTR.

OSPE 4, ELECTRONIC COMPONENTS. MGR: SCHAUBACHER. PF: 11

DJ: THE US IS REGARDED AS TECHNOLOGICAL LEADER IN SEMI-CONDUCTORS, ADVANCED COMPONENTRY, MICROPROCESSORS, AND CHIPS

FOR DIGITAL WATCHES. US SEMICONDUCTOR FIRMS CONTROL ABOUT 75 PCT OF THE SWISS MARKET, WHICH WILL REPRESENT SOME \$45 MIL IN FY 78, AND SWISS PRECISION INDUSTRIES RELY HEAVILY ON US SUPPLIERS IN ADVANCED COMPONENTS. POSTS' SPECIAL EFFORTS WILL FOCUS ON MAINTAINING AND EXPANDING THEIR PRESENCE IN THE MARKET, WITH SPECIAL ATTENTION GIVEN THE NEEDS OF THE SWISS WATCH INDUSTRY. ACTIONS: 1. REINFORCE AND EXPAND CONTACTS IN INDUSTRY. 2. FOLLOW DEVELOPMENTS IN LOCAL INDUSTRIES CLOSELY AND SUBMIT ALERT REPORTS ON OPPORTUNITIES FOR US FIRMS, ESPECIALLY IN WATCH INDUSTRY FOR COMPONENTS AND READOUTS, AND IN OTHER INDUSTRIES FOR MICROPROCESSORS. 3. RECRUIT PARTICIPANTS FROM WATCH INDUSTRY AND OTHERS INTERESTED IN MICROPROCESSOR COMPONENT SYSTEMS FOR FBIP TRIP TO WESCON (SEE CAMP 2). 4. SUPPORT US EXHIBITS AND TC SHOWS FEATURING ELECTRONIC COMPONENTS.

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 BERN 00570 02 OF 02 111611Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 EURE-00 /021 W  
-----111746Z 009727 /43

P 111500Z FEB 77  
FM AMEMBASSY BERN  
TO SECSTATE WASHDC PRIORITY 3892  
USDOC WASHDC PRIORITY

UNCLAS SECTION 2 OF 2 BERN 0570

USDOC

5. FOLLOW UP CONTACTS ESTABLISHED AT INELTEC (SEP 77) CATALOG SHOW, TO DEVELOP FTI MATERIAL, TOS, AND LICENSING OPPORTUNITIES. 6. SUBMIT AT LEAST 2 TOS PER QTR.

OSPE 5, METALWORKING AND FINISHING EQUIPMENT. MGR WIEDMER. PR 12.  
DJ: METALWORKING IS SWITZERLAND'S NUMBER ONE EXPORTING INDUSTRY, EMPLOYING ALMOST HALF OF THE WORKING POPULATION. ITS 3,200 FIRMS ENJOY A REPUTATION THROUGHOUT THE INDUSTRIALIZED WORLD FOR QUALITY AND PRECISION. HEAVY DEPENDENCE ON EXPORTS FORCES THE INDUSTRY TO TRIM PRODUCTION COSTS AND TO AUTOMATE WHENEVER POSSIBLE. SPECIAL EFFORTS WILL AIM AT ASSISTING US FIRMS INCREASE THEIR PRESENT 8 PCT SHARE OF THIS MARKET, IN WHICH THEY ARE WELL-KNOWN AS SOURCE OF LATEST IN AUTOMATION EQUIPMENT, SUCH AS ROBOTS AND FEEDING/

HANDLING SYSTEMS, LOW TO MEDIUM-PRICED DIGITAL CONTROLS, SPACIAL MACHINERY FOR FINISHING PROCESSES, NC EQUIPMENT, AND MACHINING CENTERS. ACTIONS: 1. ATTEMPT TO ORGANIZE FBP TRIP TO IMTS, CHICAGO, SEP 78. 2. EMPHASIZE EXPORT OPPORTUNITY ASPECTS IN PREPARING CERP REPORT ON INDUSTRIAL MACHINERY AND EQUIPMENT. 3. REINFORCE AND EXPAND CONTACTS IN INDUSTRY. 4. PROMOTE SWISS ATTENDANCE AT US EXHIBITS AND TC SHOWS ON METALWORKING EQUIPMENT. 5. SUBMIT AS MANY TOS AS POSSIBLE.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BERN 00570 02 OF 02 111611Z

OSPE 6, COMMUNICATIONS EQUIPMENT. MGR: SCHAUBACHER. PR 13  
DJ: SWITZERLAND IS PLANNING TO INTRODUCE A PCM TELEPHONE EXCHANGE SYSTEM, AND THE MILITARY DEPT IS A HEAVY BUYER OF ADVANCED TELECOMMUNICATIONS AND MICROWAVE EQUIPMENT. SWITZERLAND ALSO BUYS LARGE QUANTITIES OF ADVANCED COMPONENTRY FOR ITS COMMUNICATIONS INDUSTRY AND OF EQUIPMENT FOR ITS AIR NAVIGATION SYSTEM. THE PLANNED ACTIONS WILL ASSIST US FIRMS TO EXPLOIT THEIR TECHNOLOGICAL LEADS IN NUMEROUS SECTORS IN THIS CATEGORY AND TO ENLARGE THEIR SHARE OF THE MARKET. ACTIONS: 1. ATTEMPT TO ORGANIZE FBP TRIP TO INTELCOM, ATALNTA, OCT 77. 2. PLACE ARTICLE FURNISHED BY USDOC ON FIBER OPTICS SYSTEMS, NOW BEING DEVELOPED AND INITIALLY USED IN US, IN NEWSLETTER AND/OR TRADE PRESS. 3. FOLLOW UP CONTACTS ESTABLISHED THROUGH PREVIOUS FBP TRIPS WITH PUBLISHERS AND EDITORS OF LEADING PROFESSIONAL AND TRADE JOURNALS, AND CALL TO THEIR ATTENTION NEW PRODUCTS AND PUBLICATIONS IN US.

4. SUPPORT US EXHIBITS AND TC SHOWS IN COMMUNICATIONS AND DATA COMMUNICATIONS FIELDS. 5. FOLLOW AND REPORT TO USDOC ON ADVANCE PLANS FOR INDUSTRY-SPONSORED US PAVILION AT TELECOM, GENEVA, SEP 79 6. SUBMIT 6 TOS.

OSPE 7, SECURITY EQUIPMENT. MGR: WIEDMER. PR: 14  
DJ. THE SWISS MARKET FOR SECURITY EQUIPMENT IS ESTIMATED AT \$140 MIL PER YEAR. EVEN IN RELATIVELY PEACEFUL AND SECURE SWITZERLAND, BOTH FIRMS AND INDIVIDUALS HAVE EXPRESSED INCREASING INTEREST IN ADVANCED SECURITY EQUIPMENT. SPECIAL ATTENTION IS BEING GIVEN IMPROVED ACCESS CONTROL AT GOVT AGENCIES AND INDUSTRIAL SITES. POTENTIAL BUYERS MAY TOTAL 100,000. THE US SHOULD BE ABLE TO TAKE A FOURTH OF THE MARKET, WITH ITS LEAD IN SOPHISTICATED NEW EQUIPMENT FOR SECURITY APPLICATIONS. MOST OF THE 150 LOCAL FIRMS ALREADY ESTABLISHED IN SECURITY FIELD HANDLE AT LEAST SOME US

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BERN 00570 02 OF 02 111611Z

EQUIPMENT. ACTIONS: 1. SUPPORT US EXHIBITS AND TC SHOWS FEATURING SECURITY EQUIPMENT. 2. REINFORCE AND EXPAND CONTACTS WITH KEY PROSPECTS. 3. EXAMINE DESIRABILITY OF MOUNTING FULL CAMPAIGN ON SECURITY EQUIPMENT IN FY 79. 4. SUBMIT AS MANY TOS AS POSSIBLE.

3. AFTER FURTHER CONSIDRATION, WE HAVE RECOMMENDED ELECTRONIC COMPONENTS BE TREATED AS OSPE. OTHER CATEGORIES MENTIONED IN STATE 309488 HAVE BEEN TREATED AS CAMPAIGNS OR OSPE OR OMITTED AS INDICATED ABOVE AND IN BERN 550, ON BASIS OUR BEST CURRENT ASSESSMENT. TOTAL OF 14 CAMPAIGNS AND OTHER SPECIAL EFFORTS SHOULD PROVIDE FULL SCHEDULE FOR POSTS. BECAUSE THE SWISS CONSTRUCTION INDUSTRY IS STILL OPERATING AT ABOUT 60 PCT OF CAPACITY AND HAS FEW PRESENT PROSPECTS FOR RISING FROM ITS SLUMP, BECAUSE OF A SIGNIFICANT DROP IN FACTORY CONSTRUCTION STARTS, AND ON THE BASIS OF OUR DISCOURAGING EXPERIENCE IN ATTEMPTING TO STIMULATE TRAVEL TO THE AIR CONDITIONING SHOW IN CHICAGO, WE CONCLUDED AIR CONDITIONING SHOULD BE DELETED FROM FY 78 CCP ENTIRELY. WE NOTE TRADE MISSION IN THIS FIELD MENTIONED PARA 9, STATE 309488 WAS NOT LISTED IN USDOC 48, AND CONCUR FULLY IN DECISION CANCEL THIS EVENT AT LEAST FOR FY 78. DAVIS

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 11-Feb-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977BERN00570  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770049-1113  
**Format:** TEL  
**From:** BERN  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t19770251/aaaabter.tel  
**Line Count:** 249  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** adfef5c7-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 5  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 76 STATE A-5960, 76 STATE 309488, 77 BERN 550  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 15-Oct-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3347486  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** FY 78, COUNTRY COMMERCIAL PROGRAM - SWITZERLAND  
**TAGS:** BEXP, SZ  
**To:** STATE COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/adfef5c7-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009